

# Daniel Lopes

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## Summary

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I've worn many hats in my career - founder, full-stack software engineer, product manager, and UI designer. I was previously co-founder & CTO of Canopy (a spin-off from 37signals). Before Canopy, I led web engineering and product at IFTTT. Currently, I'm on a sabbatical to study LLMs / GenAI / AI Engineering. I'm passionate about building useful products and highly efficient teams.

## Experience

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### Canopy (37signals spin-off) | CTO & Cofounder 2017 – 2024

- Bootstrapped a product line that took the company from low six figures to \$1M ARR in less than 3 years, serving 1.8k+ customers & ~47k paying users
- Recruited and managed a product team of 4
- Contributed significantly to a ~200KLOC Ruby on Rails and JavaScript codebase
- Achieved single-digit monthly churn rates and high NPS scores for two products
- For my last project, developed an LLM-based AI coaching feature using OpenAI's GPT-4o, RAG, prompt engineering, and data pipeline management
- Helped with all go-to-market efforts

### IFTTT | Director of Product 2016 – 2017

- Helped lead product strategy, aligning company-wide projects with CEO's high-level goals
- Managed all projects involving engineering work (20+ engineers), including product development, analytics, and technical go-to-market initiatives.
- Restructured product process, resulting in improved pace and visibility
- Collaborated with leadership to define and implement short and long-term roadmap
- Recruited new product managers, and managed the design team

### IFTTT | Web Team Lead & Senior Product Engineer 2015 – 2016

- Worked on high-traffic Ruby on Rails project serving millions of users
- Represented the web team in cross-functional projects, refined our interview process, and mentored new hires
- Led development of key projects including integration into partner apps & our developer platform
- Played key role in overhauling a 5-year-old monolith, enabling delivery of new products that led to new fundraising rounds and a Webby Award in 2017
- Collaborated with VP of Product to implement product analytics and growth experiments

- Collaborated with VP of Marketing to implement GTM infrastructure

### **The Starter League | Senior Full-stack Engineer & Instructor**

**2013 – 2015**

- Key member of team developing a SaaS learning management system
- Participated in bi-weekly reviews with **37signals CEO Jason Fried**, gaining insights on product strategy and Jobs-to-be-done research
- Co-created Starter School: 9-month intensive program combining design, engineering, and business; implemented project-based curriculum later adapted for high schools post-acquisition

### **Objetiva | Full-Stack Engineer & UI Designer**

**2010 – 2013**

- I co-founded and ran Objetiva, a consultancy in Brazil, for three years. We specialized in rescue projects, working with diverse teams and products.

### **eGenial | Lead Instructor & Program Manager**

**2008 – 2012**

- At eGenial, Brazil's leading online platform for technology training at the time, I started as community support, and switched to instructor and later lead instructor and program manager. As program manager, I expanded our course offerings from 4 to 15+ in under 6 months and coordinate all classes, customer feedback, and logistics. I was also the instructor for Ruby, Rails, TDD, JavaScript, CSS, and Git to over 1,000 students. Additionally, I organized tech conferences and spoke at events like RubyConf.

## Education

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Bachelor of Science in Computer Science, Cotemig College, Brazil

**2004-2007**

Technical Degree in Information Systems, Cotemig Tech, Brazil

**2001-2003**

## Skills & abilities

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Technical Skills: Ruby on Rails, HTML, CSS, Javascript, Tailwind, Bootstrap, React, SQL, GIT, PostgreSQL, Python, OpenAI APIs, LLM, Prompt Engineering, Product Analytics

Other Skills: Technical Leadership, Product Strategy, Recruiting, Product Research, Jobs-to-be-Done, Competitive Analysis, Project Management, Coaching & Mentoring, Training Program Development, Go-to-Market, Strategic Communications, Product Operations